

**A PRELIMINARY STUDY ON DETERMINANTS OF
INFORMATION TECHNOLOGY ACCEPTANCE AMONG
ACADEMICIANS IN LIBYA**

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Abstract

The aim of this study is to examine the determinants of information technology acceptance. This study is conducted in a University setting i.e. The Seventh October University Misurata in Libya. This study is conducted using a sample of 154 respondents and a survey type of study was used hence questionnaires were distributed to the respondents. The subsequent result after the analysis shows that all the independent variables i.e. perceived ease of use, perceived usefulness and trust are significantly related to information technology acceptance. A multiple regression was also conducted to see the contribution of each independent variable and the dependent variable. Discussions, recommendations and conclusions were also highlighted

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CHAPTER ONE

INTRODUCTION

1.0 Introduction

This chapter is aimed at presenting the background of the study, the research problem, objectives of the study, significance and the scope of the study. In general, this is the chapter one of this study

1.1 Background of the study

Research on technology acceptance and diffusion is critical, providing insights into how organizations can manage the adoption and use of information technology (Mao & Palvia, 2006). With globalization, it is important to understand IT adoption in other cultures. Information systems (IS) implementation is costly and has a relatively low success rate. Since the seventies, IS research has contributed to a better understanding of this process and its outcomes. The early efforts concentrated on the identification of factors that facilitated IS use. This produced a long list of items that proved to be of little practical value. It became obvious that, for practical reasons, the factors had to be grouped into a model in a way that would facilitate analysis of IS use (Kim, Chun and Song, (2008) . Thus Mao & Palvia (2006) argued that in the past three decades, IT acceptance has been studied extensively. Significant theories and models include the technology acceptance model (TAM) (Davis, 1986; 1989), theory of reasoned action (TRA) (Fishbein & Ajzen, 1975), and innovation diffusion theory (IDT) (Rogers, 1995).

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